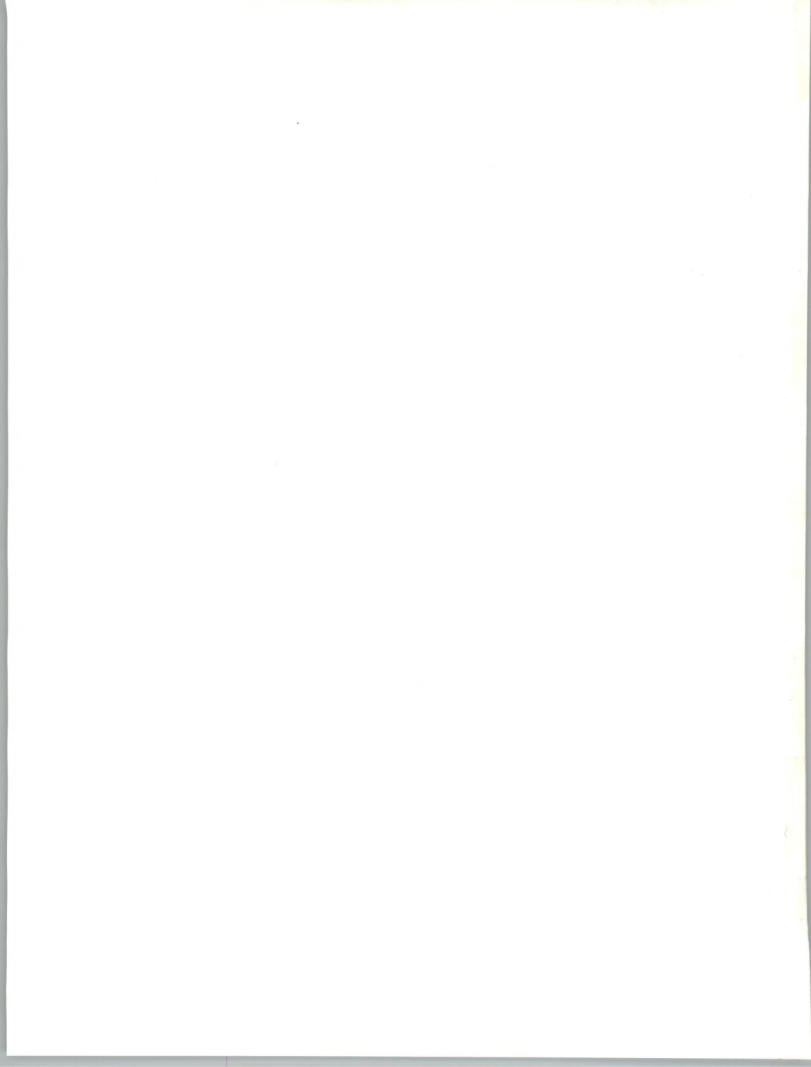


# INPUT®

Information Systems and  
Services Industry

Custom Research and  
Consulting Services





## Recent Projects

### MARKET/PRODUCT STRATEGIES

#### Computer Products

- Forecasts of 27 IS Products through 1997
- Engineering/Scientific Workstations
- Mid-Range Processors
- CD-ROM-based Product

#### Services and Software

- Systems Integration in Canada
- U.S. Network-Based Systems Integration
- Software Product Line Expansion
- Third-Party Maintenance in U.S. Government
- Market Intelligence Systems
- Medical Claims Processing

#### Communications

- International Data Communications Markets
- Cellular and Paging Billing Systems
- Profitable Telecommunications Services Opportunities

### MARKETING

- Pricing Strategy for Professional Services
- Market-testing for PCM Workstation
- Prospect Identification and Qualification for Financial Services
- Market Planning for New RBOC Service

### ACQUISITION SEARCH AND SUPPORT

- Candidate Evaluation for CIM Acquisition
- Acquisition Search for Information Services Company
- Acquisition Search for Payment Service Company
- Acquisition Search for Banking Services Company
- Acquisition Search For Professional Services/ Systems Integration Company
- Due Diligence on LBO of Terminal Company
- Acquisition Search for Federal Government Professional Services Company

### CUSTOMER SERVICE ANALYSIS

- Assessment of Customer Service Practices in Europe
- Experience and Satisfaction with a Software Product
- Supercomputer Customer Satisfaction Survey

### COMPETITIVE ANALYSIS

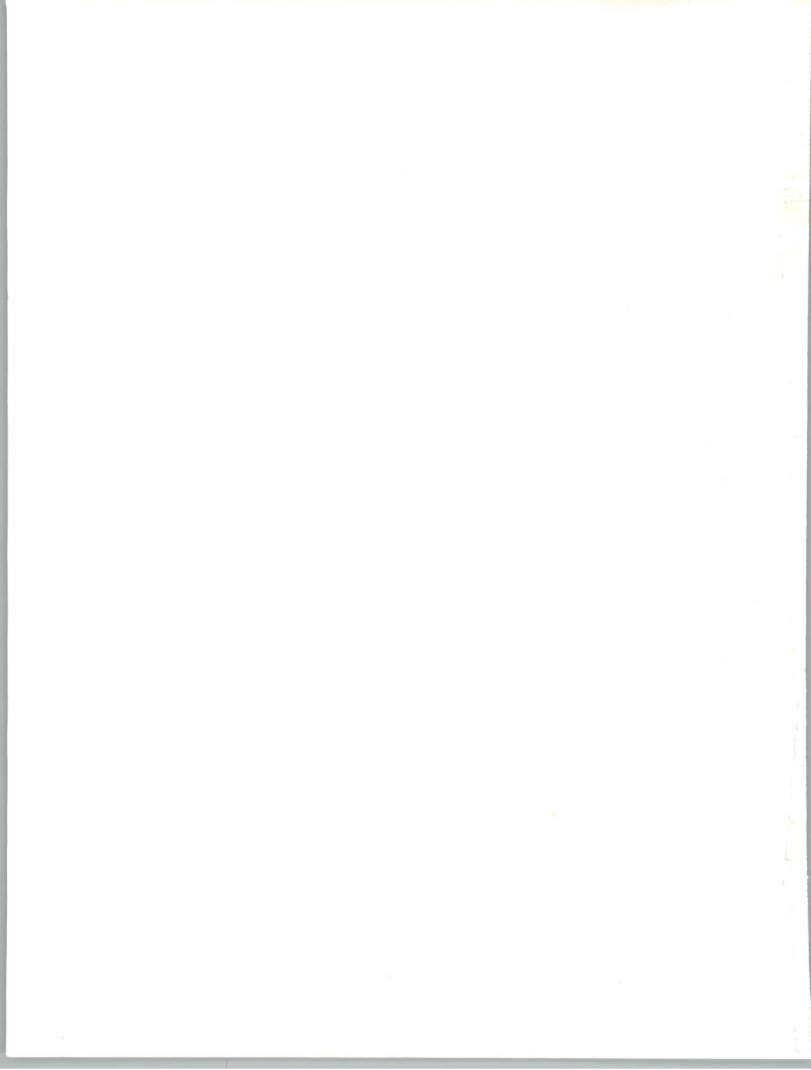
- Relationship between Bank IS Expenditures and Profitability
- Tactical Direction of Bell Operating Companies
- Competitive Software Licensing Terms
- Automation Intensity of Bank Competitors

### PRESENTATIONS

- INPUT's executives and staff provide presentations to user groups, sales meetings, planning seminars, and industry events, as well as to individual clients.

### CLIENT RELATIONSHIP

- Custom research projects are normally charged on a fixed price basis. Over 80% of INPUT's projects are sole source and provide a very high level of client satisfaction.



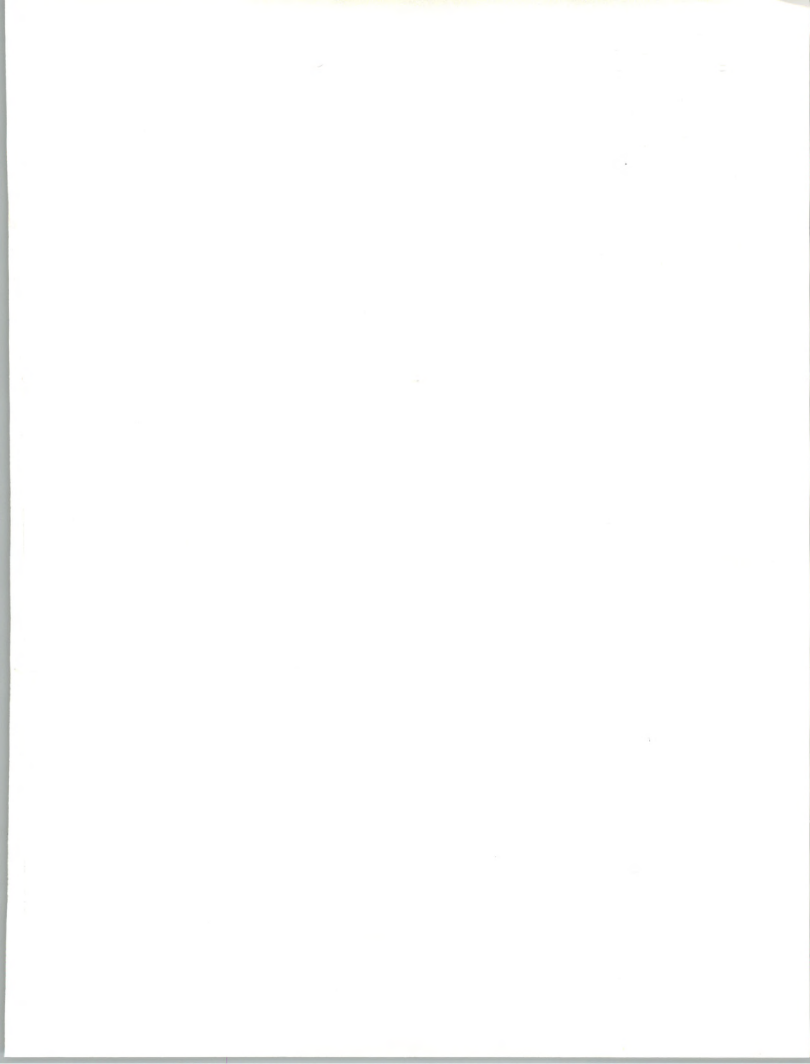
## Custom Research and Consulting Services

For 14 years INPUT has provided objective and proprietary analysis of clients' problems and opportunities. These projects are based on INPUT's extensive data base of market and vendor information plus effective data gathered by primary research.

Data are analyzed by professionals who know the dynamics of clients' situations. From the data and analysis, INPUT develops recommendations for client action.

### SCOPE—AREAS OF CAPABILITY

- Information Systems
  - Software Analysis
  - Office System Strategies
  - Vendor Search and Analysis
  - End-User Computing
  - and others
- Markets
  - Systems Integration
  - Computer Systems
  - Communications Networks
  - Network Services
  - Electronic Data Interchange (EDI)
  - Processing Services
  - Software Products
  - Professional Services
  - Turnkey Systems
  - and others
- Industry Applications and Markets
  - Federal Government
  - State and Local Government
  - Banking
  - Insurance
  - Manufacturing
  - Distribution
  - Transportation
  - Utilities
  - Medical
  - and others
- Functional Markets
  - Engineering and Scientific
  - Human Resources
  - Accounting
  - and others
- Specialized Areas
  - Back-End Processing
  - Image Processing
  - Disaster Recovery
  - Supercomputers
  - and others
- Maintenance and Support
  - Computer Equipment
  - Communications Equipment
  - Software



# About INPUT

INPUT provides planning information, analysis, and recommendations to managers and executives in the information processing industries. Through market research, technology forecasting, and competitive analysis, INPUT supports client management in making informed decisions.

Continuous-information advisory services, proprietary research/consulting, merger/acquisition assistance, and multiclient studies are provided to users and vendors of information systems and services (software, processing services, turnkey systems, systems integration, professional services, communications, systems/software maintenance and support).

Many of INPUT's professional staff members have more than 20 years' experience in their areas of specialization. Most have held senior management positions in operations, marketing, or planning. This expertise enables INPUT to supply practical solutions to complex business problems.

Formed as a privately held corporation in 1974, INPUT has become a leading international research and consulting firm. Clients include more than 100 of the world's largest and most technically advanced companies.

## INPUT OFFICES

### North America

#### San Francisco Bay Area

1280 Villa Street  
Mountain View, CA 94041-1194  
Tel. (415) 961-3300  
Fax (415) 961-3966

#### New York

959 Route 46 East, Suite 201  
Parsippany, NJ 07054  
Tel. (201) 299-6999  
Fax (201) 263-8341

#### Washington, D.C.

1953 Gallows Road, Suite 560  
Vienna, VA 22182  
Tel. (703) 847-6870  
Fax (703) 847-6872

### International

#### London

Piccadilly House  
33/37 Regent Street  
London SW1Y 4NF, England  
Tel. (071) 493-9335  
Fax (071) 629-0179

#### Paris

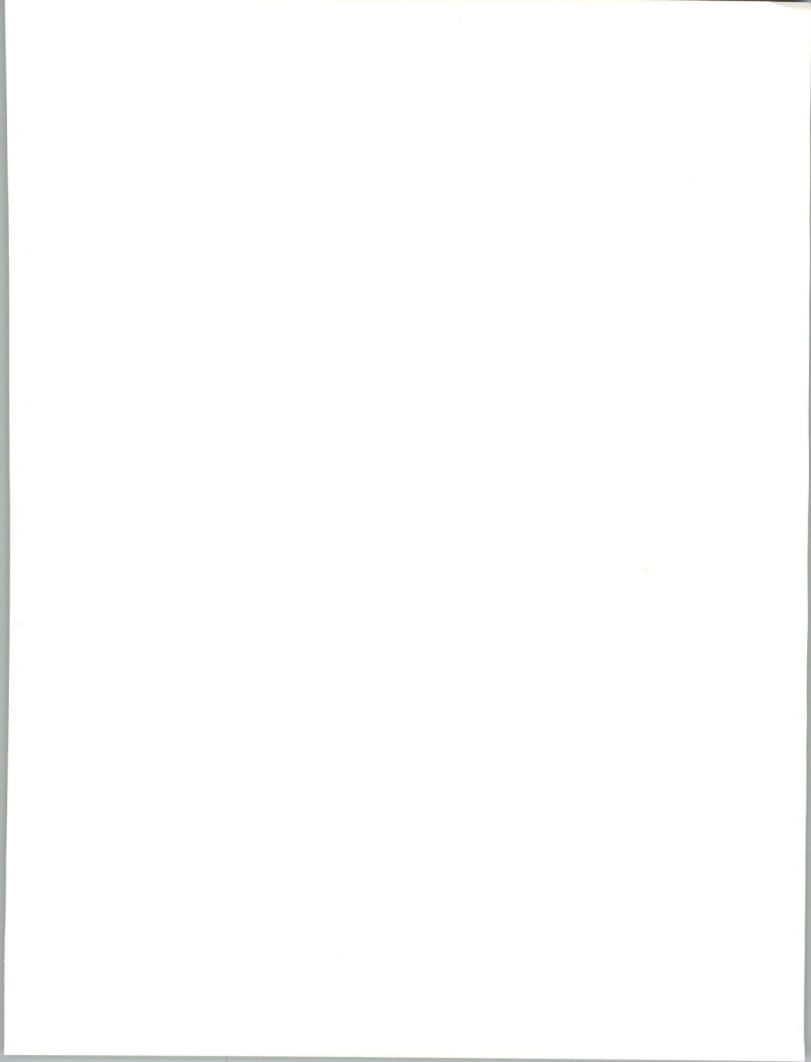
52, boulevard de Sébastopol  
75003 Paris, France  
Tel. (33-1) 42 77 42 77  
Fax (33-1) 42 77 85 82

#### Frankfurt

Sudetenstrasse 9  
D-6306 Langgöns-Niederkleen  
West Germany

#### Tokyo

Saida Building  
4-6, Kanda Sakuma-cho  
Chiyoda-ku, Tokyo 101, Japan  
Tel. (03) 864-0531 Fax (03) 864-4114

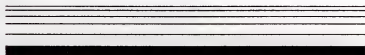




# INPUT<sup>®</sup>

Information Systems and  
Services Industry

Custom Research and  
Consulting Services



## Custom Research and Consulting Services

For 14 years INPUT has provided objective and proprietary analysis of clients' problems and opportunities. These projects are based on INPUT's extensive data base of market and vendor information plus effective data gathered by primary research.

Data are analyzed by professionals who know the dynamics of clients' situations. From the data and analysis, INPUT develops recommendations for client action.

### SCOPE—AREAS OF CAPABILITY

- Information Systems
  - Software Analysis
  - Office System Strategies
  - Vendor Search and Analysis
  - End-User Computing
  - and others
- Markets
  - Systems Integration
  - Computer Systems
  - Communications Networks
  - Network Services
  - Electronic Data Interchange (EDI)
  - Processing Services
  - Software Products
  - Professional Services
  - Turnkey Systems
  - and others
- Industry Applications and Markets
  - Federal Government
  - State and Local Government
  - Banking
  - Insurance
  - Manufacturing
  - Distribution
  - Transportation
  - Utilities
  - Medical
  - and others
- Functional Markets
  - Engineering and Scientific
  - Human Resources
  - Accounting
  - and others
- Specialized Areas
  - Back-End Processing
  - Image Processing
  - Disaster Recovery
  - Supercomputers
  - and others
- Maintenance and Support
  - Computer Equipment
  - Communications Equipment
  - Software

## Recent Projects

### MARKET/PRODUCT STRATEGIES

#### Computer Products

- Forecasts of 27 IS Products through 1997
- Engineering/Scientific Workstations
- Mid-Range Processors
- CD-ROM-based Product

#### Services and Software

- Systems Integration in Canada
- U.S. Network-Based Systems Integration
- Software Product Line Expansion
- Third-Party Maintenance in U.S. Government
- Market Intelligence Systems
- Medical Claims Processing

#### Communications

- International Data Communications Markets
- Cellular and Paging Billing Systems
- Profitable Telecommunications Services Opportunities

### MARKETING

- Pricing Strategy for Professional Services
- Market-testing for PCM Workstation
- Prospect Identification and Qualification for Financial Services
- Market Planning for New RBOC Service

### ACQUISITION SEARCH AND SUPPORT

- Candidate Evaluation for CIM Acquisition
- Acquisition Search for Information Services Company
- Acquisition Search for Payment Service Company
- Acquisition Search for Banking Services Company
- Acquisition Search For Professional Services/ Systems Integration Company
- Due Diligence on LBO of Terminal Company
- Acquisition Search for Federal Government Professional Services Company

### CUSTOMER SERVICE ANALYSIS

- Assessment of Customer Service Practices in Europe
- Experience and Satisfaction with a Software Product
- Supercomputer Customer Satisfaction Survey

### COMPETITIVE ANALYSIS

- Relationship between Bank IS Expenditures and Profitability
- Tactical Direction of Bell Operating Companies
- Competitive Software Licensing Terms
- Automation Intensity of Bank Competitors

### PRESENTATIONS

- INPUT's executives and staff provide presentations to user groups, sales meetings, planning seminars, and industry events, as well as to individual clients.

### CLIENT RELATIONSHIP

- Custom research projects are normally charged on a fixed price basis. Over 80% of INPUT's projects are sole source and provide a very high level of client satisfaction.

# About INPUT

INPUT provides planning information, analysis, and recommendations to managers and executives in the information processing industries. Through market research, technology forecasting, and competitive analysis, INPUT supports client management in making informed decisions.

Continuous-information advisory services, proprietary research/consulting, merger/acquisition assistance, and multiclient studies are provided to users and vendors of information systems and services (software, processing services, turnkey systems, systems integration, professional services, communications, systems/software maintenance and support).

Many of INPUT's professional staff members have more than 20 years' experience in their areas of specialization. Most have held senior management positions in operations, marketing, or planning. This expertise enables INPUT to supply practical solutions to complex business problems.

Formed as a privately held corporation in 1974, INPUT has become a leading international research and consulting firm. Clients include more than 100 of the world's largest and most technically advanced companies.

## INPUT OFFICES

### North America

#### Headquarters

1280 Villa Street  
Mountain View, CA 94041-1194  
(415) 961-3300  
Telex 171407 Fax (415) 961-3966

#### New York

959 Route 46 East, Suite 201  
Parsippany, NJ 07054  
(201) 299-6999  
Telex 134630 Fax (201) 263-8341

#### Washington, D.C.

1953 Gallows Road, Suite 560  
Vienna, VA 22182  
(703) 847-6870 Fax (703) 847-6872

### International

#### Europe

Piccadilly House  
33/37 Regent Street  
London SW1Y 4NF, England  
(01) 493-9335  
Telex 27113 Fax (01) 629-0179

#### Paris

52, boulevard de Sébastopol  
75003 Paris, France  
(33-1) 42 77 42 77 Fax (33-1) 42 77 85 82

#### Tokyo

Saida Building  
4-6, Kanda Sakuma-cho  
Chiyoda-ku, Tokyo 101, Japan  
(03) 864-0531 Fax (03) 864-4114